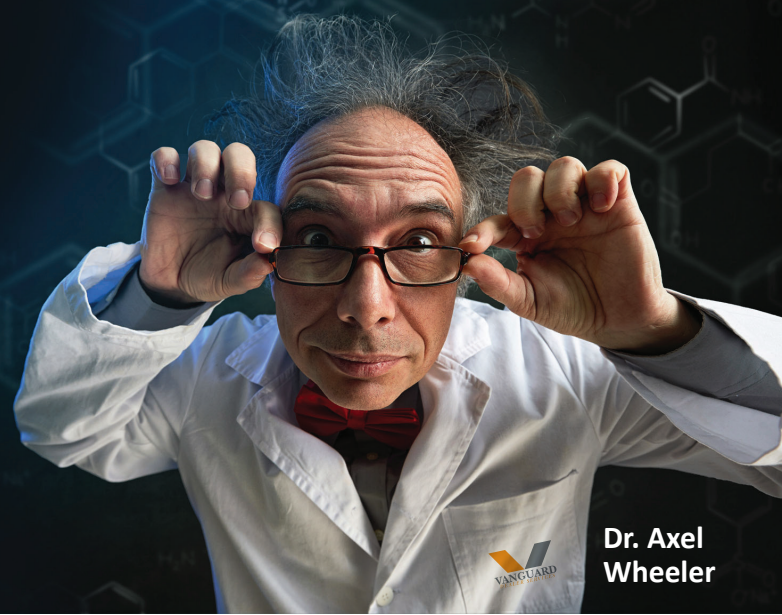


Empower, Align Succeed Together

“Objection Doctor, I want to elevate my game in the F&I office this year...How do I gain control of my department and get my staff onboard that this is a team effort?”



Dr. Axel
Wheeler

Self-improvement is the Dr.'s favorite subject. No medicine required here, just a little, **“MANAGING FOR RESULTS!”**

Let's start with your interactions with the sales staff...

- Are you conducting or participating in a daily F&I/Sales meeting where you discuss prospects and deliveries for the day? This is critical.
- Are you offering urgent assistance to the sales staff in calling back customers to discuss down payment and payment options?
- Do you coach your sales staff on how to properly ask for down payment?
- Do you coach your sales staff on how to disclose interest rates to prospective buyers?
- Are you coaching the sales staff to plant the seed for financing with the dealership, vehicle service contract and environmental chemical packages?
- Are you out on the showroom floor practicing “Management by Walking Around” to make sure prospects that are indicating they may seek their own finance options can meet with you?
- Do you make yourself available to speak with each customer at point-of-sale, whether it's a dealer trade, order out, or in stock unit?
- Since customers approach the dealership via many sources today, are you prepared to speak to a buyer effectively on the telephone or online?
- Is your website up to date with key information on your financing and all the products you offer, designed to make their ownership experience the best?
- Does your website have an easy to use and functional credit application process?
- Finally, do you have a welcoming and open-door policy for the sales staff to communicate with you?

If you need some additional treatments for any of the questions above, please ask your Vanguard Dealer Services representative for assistance. Your success depends on it!

In Part 2 of this newsletter we will further explore your department and managing your numbers for success.

